

In the claims:

Claims 1-85 were previously canceled.

86. (Currently Amended) An article comprising:

a computer readable signal bearing medium;

a lead having associated contact information stored in said medium, wherein said lead is a customer targeted for a marketing campaign;

a plurality of stations in said medium, wherein each of said stations defines a status of said lead in said marketing campaign;

means in said medium for applying rules of said marketing campaign to said lead, wherein a station parameters is synonymous with a rule of said marketing campaign;

means in said medium for managing activity of said lead by a user assigned to said station within an allotted time interval;

means in the medium for communicating an alert in the form of an electronic communication to a designated user in response to neglect, wherein neglect is associated with inaction of said user for said lead in said station and wherein said designated user is a manager responsible for mitigating said neglect;

means in the medium for moving a lead to a station selected from a group consisting of: a subsequent station, a previous station, and a current station, wherein said station is determined in response to a reaction of said lead in a prior station; and

means in said medium for removing said lead from said medium at a conclusion of said marketing campaign.

87. (Original) The article of claim 86, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

88. Canceled

89. (Previously Presented) The article of claim 86, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

90. (Original) The article of claim 86, further comprising a station master in said medium for monitoring said lead within said assigned station.

91. Canceled

92. (Original) The article of claim 86, further comprising an alert in said medium, wherein said alert is a communication to a designated user in response to neglect of said lead in said station.

93. Canceled

94. (Original) The article of claim 86, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.

95. (Original) The article of claim 94, further comprising means in said medium for automatically generating said report at a predefined interval.

96. (Original) The article of claim 94, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.

97. (Original) The article of claim 86, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.

98. Cancel

99. (Original) The article of claim 86, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and combinations thereof.

100. (Previously Presented) An article comprising:

a computer readable signal bearing medium;

a lead having associated contact information stored in the medium, wherein said lead is a customer targeted for a marketing campaign;

a plurality of stations in the medium, a first station in the medium to be managed by a first user and a second station in the medium to be managed by a second user, wherein said first user is different from said second user, and wherein each of said stations defines a status of said lead in said marketing campaign;

means in the medium for applying rules of said marketing campaign to said lead, wherein said a station parameter is synonymous with a rule of said marketing campaign;

means in the medium for managing activity of said lead by said user assigned to said station within an allotted time interval;

~~means in the said medium for monitoring a lead within an assigned station;~~

means in the medium for moving a lead to a station selected from a the group consisting of: a subsequent station, a previous station, and a current station, wherein said station is determined in response to a reaction of said lead in a prior station;

means in the medium for communicating an alert in the form of an electronic communication to a designated user in response to neglect of said lead in said station, wherein said designated user is different from a user responsible for said neglect; and

means in the medium for reassigning said neglected lead to an alternate user including routing said neglected lead from said user responsible for said neglect to said alternate user for further action, wherein said neglected lead remains in said station prior to routing of said lead to said alternate user.

101. (Previously Presented) The article of claim 100, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier

signal.

102. (Previously Presented) The article of claim 100, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

103. (Previously Presented) The article of claim 100, further comprising a station master in said medium for monitoring said lead within said assigned station.

104. (Previously Presented) The article of claim 100, wherein said means for monitoring a lead includes managing marketing activity of said lead by a user assigned to said station within an allotted time interval.

105. (Previously Presented) The article of claim 100, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.

106. (Previously Presented) The article of claim 105, further comprising means in said medium for automatically generating said report at a predefined interval.

107. (Previously Presented) The article of claim 105, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.

108. (Previously Presented) The article of claim 100, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.

109. Cancel

110. (Previously Presented) The article of claim 100, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and

combinations thereof.

111. (Currently Amended) An article comprising:

a computer readable signal bearing medium;

a lead having associated contact information stored in said medium, wherein said lead is a customer targeted for a marketing campaign;

a plurality of stations in said medium, wherein each of said stations defines a status of said lead in said marketing campaign;

means in said medium for applying rules of said marketing campaign to said lead, wherein a station parameters is synonymous with a rule of said marketing campaign;

means in said medium for monitoring a lead within an assigned station, wherein each station has a user assigned to manage leads therein; and

means in the medium for moving a lead to a station selected from a group consisting of: a subsequent station, a previous station, and a current station, wherein said station is determined in response to a reaction of said lead in a prior station; and

means in the medium for managing said station user, including means for routing a neglected lead to a manager of said station user, wherein said manager is different from said station user responsible for said neglect.

112. (Previously Presented) The article of claim 111, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

113. (Previously Presented) The article of claim 111, where said customer is selected from a group consisting of: a current customer and a prospective customer.

114. (Previously Presented) The article of claim 113, wherein each of said plurality of stations in said medium includes a definition of required actions for an intended sale.

115. (Previously Presented) The article of claim 111, further comprising a station master in said medium for monitoring said lead within said assigned station.

116. (Previously Presented) The article of claim 115, wherein said means for monitoring of a lead includes managing marketing activity of said lead by a user assigned to said station within an allotted time interval.
117. (Previously Presented) The article of claim 111, further comprising an alert in said medium, wherein said alert is a communication to a designated user in response to neglect of said lead in said station.
118. (Previously Presented) The article of claim 111, further comprising means in said medium for generating a report to analyze progress of said lead through said marketing campaign.
119. (Previously Presented) The article of claim 118, further comprising means in said medium for automatically generating said report at a predefined interval.
120. (Previously Presented) The article of claim 118, further comprising means in said medium for custom defining report parameters based upon a user selecting fields of said database for inclusion in said report.
121. (Previously Presented) The article of claim 120, further comprising means in said medium for custom defining a station parameter and applying said station parameter to said rule of said marketing campaign.
122. Cancel
123. (Previously Presented) The article of claim 111, wherein said marketing campaign has a goal selected from a group consisting of: sale of a product, sale of a service, and combinations thereof.
124. (New) The article of claim 86, further comprising means in the medium for routing a

lead affected by said neglect to an alternate user.

- 125. (New) The article of claim 100, wherein said alternate user is responsible for mitigating negative impact of said neglect to said lead.
- 126. (New) The article of claim 111, wherein said manager is responsible for mitigating any damage to said lead in response to said neglect.